

Office of the Minnesota Secretary of State
Minnesota Public Benefit Corporation / Annual Benefit Report
Minnesota Statutes, Chapter 304A



Read the instructions before completing this form
Must be filed by March 31
Filing Fee: \$55 for expedited service in-person, \$35 if submitted by mail

The Annual Benefit Report covers the 12 month period ending on December 31 of the previous year.
Notice: Failure to file this form by March 31 of this year will result in the revocation of the corporation's public benefit status without further notice from the Secretary of State, pursuant to Minnesota Statutes, Section 304A.301

1. Corporate Name: (Required) UR TURN, SBC

2. The public benefit corporation's board of directors has reviewed and approved this report.

3. In the field below, enter the information required by section 304A.301 subd. 2 or 3 for the period covered by this report, (see instructions for further information): Note: Use additional sheets if needed. (Required)

Please see attached report

4. I, the undersigned, certify that I am the chief executive officer of this public benefit corporation. I further certify that I have signed this document no more than 30 days before the document is delivered to the secretary of state for filing, and that this document is current when signed. I further certify that I have completed all required fields, and that the information in this document is true and correct and in compliance with the applicable chapter of Minnesota Statutes. I understand that by signing this document I am subject to the penalties of perjury as set forth in Section 609.48 as if I had signed this document under oath.

Angie Eilers

Signature of Public Benefit Corporation's Chief Executive Officer

02/15/20

Date (Must be dated within 30 days before the report is delivered to the Secretary of State for Filing)

Email Address for Official Notices

Enter an email address to which the Secretary of State can forward official notices required by law and other notices:
angie@urturn.org

Check here to have your email address excluded from requests for bulk data, to the extent allowed by Minnesota law.

List a name and daytime phone number of a person who can be contacted about this form:

Angie Eilers

651-253-7142

Contact Name

Phone Number

Entities that own, lease, or have any financial interest in agricultural land or land capable of being farmed must register with the MN Dept. of Agriculture's Corporate Farm Program.

Does this entity own, lease, or have any financial interest in agricultural land or land capable of being farmed?
Yes No

Fourth Annual Benefit Report of
UR Turn
A Minnesota Specific Benefit Corporation
2020

Significance of UR Turn, SBC

Helping more students advance along the pathway to higher education.

Ways in which UR Turn, SBC pursued its stated specific public benefit purpose from January 1, 2019 through December 31, 2019

1. Exhibited, showcased and sold at 3 national level conferences (SXSW edu in Austin, TX; International Society for Technology in Education (ISTE) in Philadelphia, StartED conference in New York City and at 4 state level conferences (Association of School Administrators of Minnesota, Wisconsin, Illinois and Texas)
2. Conducted outreach to Native American educators and tribal leaders in Minnesota, Oklahoma and California; provided case study and value proposition of our goal-setting and progress-tracking app for increasing educational outcomes for Native students.
3. Received new funding with AT & T Aspire ed tech accelerator and new Angel investor totaling \$225K; received 0% interest loan from MN DEED MILE program.
4. Subcontracted with Software Architect, Senior Software Developer and Customer Success manager.

2. Extent to which UR Turn pursued its stated purpose to “help all students move along the pathway to post-secondary education,” the company accomplished the following activities in 2019:

1. Provided customer support to nearly 7,500 students, families and counselor (30% of whom are Native American students; over 60% of students are eligible for free/reduced price lunch)
2. Created tracking system for School Counselors to monitor those students who are trending high in their school absence rate, thus putting them at risk of failing at least one course; a tracking system to monitor when students are missing credits that qualify them for graduating high school, and an ongoing “Concern” report to draw attention to and to triage around students who are of high risk of not finishing high school
3. Systematically collected user analytics tracking the engagement rate of educators and students; conducted 2 focus groups (counselors and students) in Minnesota to assess ease of use of product; gathered product improvement ideas and suggestions.
4. Obtained new customer on the Cherokee Nation of Oklahoma, Sequoyah High School, thus continuing the recognition that we serve as a reliable partner for Native American schools and their students;
5. Served as mentor to woman startup founders and founders of color



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OFFICE OF THE SECRETARY OF STATE
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Steve Simon

Steve Simon
Secretary of State